



COMMERCE EDUCATION IN INDIAN CONTEXT: DIFFICULTIES CONFRONTED

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ABSTRACT

In today's competitive era the significance of commerce education cannot be over emphasized. It is utilized in day to business activities. From smaller transaction to bigger business deals commerce education and training shows its significance. Individuals become part of the society; their actions will have certain reactions in a manner, positive or negative. Commerce studies all these actions deeply. Certain very sensitive issues related to money like International trade, agricultural advancement, Taxation and similar issues affect the entire society. Commerce study helps to understand these issues carefully along with providing its opinion for the same issues. Growth of any country's economy is depended on the capabilities and quality of the education system prevailing in the society. Commerce includes all the activities relevant to earning one's livelihood. Commerce faculty provides the complete knowledge of well earnings with the business. Realizing high profit with consumer satisfaction has been main objective of the current business activities.

KEYWORDS: Education, Commerce.

Introduction:

For meeting growing requirements in manpower, commerce education has played important role. The education provided is helpful to students to gain skills which are helpful in various areas like commerce, industry and economy. Constant contribution of skilled manpower had been the necessity of growing industrial sector. The commerce education in India was initiated in the year 1886 with the agenda of meeting the needs of manpower for entire industry. It can be inferred that it is back bone of each business. Commerce education comprises variety of branches like Accounting, Finance, Business studies, Taxation, Economics etc. In terms of rapidly growing economy India stands at 2nd Place. Commerce education has been accepted as vital education all over the world in current phenomenon. Initially when started commerce education was more or less relevant to business activity. It contains the activities that take place in only business like accounting, book keeping, finance, costing, marketing, advertisement etc along with some relevant aspects. While its origin, the educational goals were not systematically framed. But currently commerce education contains three segments:

1. Undergraduate Education
2. Post Graduate Education
3. Research Education

The first segment includes basic knowledge and not any specialization and particular field. Few candidates opt for professional programmes at this level to gain specialized knowledge and sound base for the opportunity. These programmes are C.A, C.S and I.C.W.A etc.

The next segment named Post Graduate Education includes masters' courses in Commerce or in Business Administration. Here, students opt for specialized segments like Finance, Marketing, and HR etc.

The final step named Research Education requires students to undergo for bottomless study and apply their research skills in specific area. Commerce education is multifaceted including broad spectrum of subjects like Accounting, Costing, Finance, Economics, Taxation, Marketing, HRM etc. Students aspiring high level of knowledge go for research education. In the era of competition, technological changes and innovation it is very tough to survive in the said world. Consequently business providing the needed skills to survive in such environment to the businesses. Various concepts of commerce can be implemented to manage the problems faced by business owners. Overall we can say commerce plays a significant duty in today's ever-changing era. It prepares students to face difficulties in future business world.

Objective

The objective of this study is to find out the difficulties faced by commerce education today and to find out the reason for lacks in commerce education

Limitations of Commerce education

For facing the rising requirements of public and economic growth, it is the way to enhance commerce education in universities and in education provider. From the starting stage to today, lot many changes are witnessed in formal commerce education. But because of rapid technological changes and innovation these changes are not sufficient. A sound system of commerce is pre requisite for marking pres-

ence in global business environment. One of the problems is relevant to E-Commerce. Any transaction containing online transaction can be included in E-Commerce, providing lots of benefits to consumers in terms of making goods available at low prices, savings in time and providing broad level of choices. But the knowledge and education regarding E-Commerce faces difficulties. E-Commerce generally contains two aspects:

E-Merchandise

E-Finance

1. E-Merchandise is selling goods and services electronically and through distribution channels. For example Telephone, E-Payment, Fax, Electronic money transfer and online shopping.
2. E-Finance is online businesses like financial services, entertainment, Transportation. Few factors affect it like cultural, economic and political factors, Banking, Plastic money, Insurance etc.
3. The challenge is the trend and interest in other field in students like Management, IT courses, Engineering and Medicine courses.
4. Students think commerce is not very attractive in terms of Competitive exams. They think that the present courses included in the stream are not adequate enough to prepare for competitive exams.
5. For teaching courses like B.Ed, commerce students are not considered eligible in some states and Students from other conventional stream get first preference.
6. Commerce education in some schools is not taught effectively, leading to very weak base in fundamental knowledge gained by students.
7. Unavailability of proper infrastructures
8. Teachers available compared to students are very low.
9. Commerce students don't get any relaxation in professional courses like C.A, ICWA and CS etc.
10. Teaching aids used in schools and colleges are less effective
11. Commerce syllabus includes majority of the theories and content and lacks with the practical exposure and knowledge
12. Poor teaching in schools and colleges lead students to search for extra tuitions, which ultimately adds to their additional costs.
13. Unavailability of qualified teachers in the stream
14. Syllabus of the stream is not regularly changed as per the dynamic environment which makes students less effective in decision making and communication
15. Less effective admission policy may allow even non deserving candidates to

get admission

16. Sometimes only basic and general knowledge is provided instead of commerce education
17. Government should also provide funds for developing this education stream, should make recruitment policy of teachers strict so that only skilled and efficient teachers can enter in to the system for imparting the knowledge and skills effectively.
18. Skills of the teachers regarding teaching and commerce should be updated regularly
19. Commerce education has assumed a great significance today after its encouragement over hundred and twenty years ago. Start up of liberal commerce education has imposed some challenges as well. The current courses are not sufficient to prepare the students for competitive exams. The current commerce education doesn't assure the students to get jobs requiring knowledge of general or special subjects. It is the time now where commerce graduate struggles to get good position in organization, as a result he finds him neither generalist nor a specialist.

Conclusion:

Commerce education can play important role in framing personnel skills with rising commerce trends to face the difficulties in dynamic business environment. Choosing commerce stream can be rational decision considering future. There are various courses in commerce leading to bright career opportunities especially for candidates having sharp hold on accounting can choose CA, ICWA where as students interested in company affairs can choose CS. likely commerce stream offers another branches depending on the interest of the candidates. Commerce education can create many employment opportunities but because of lack of competent employees we lack behind. This is the time to reframe the commerce education structure. If provided with job oriented courses commerce education content may give some fruitful benefits.

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